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AUGUST 2024

August 2024

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K-BEAUTY  
GOES  
BEYOND BORDERS



K-BEAUTY

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K-beauty is exerting a major impact on global beauty trends.





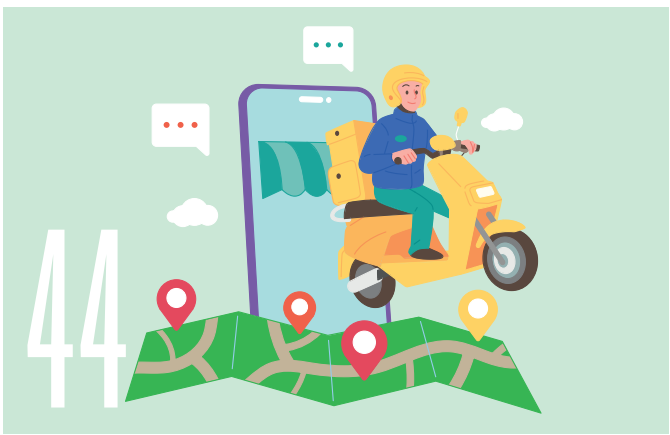


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# K-beauty: Tradition and Transformation

Korean beauty products and beauty culture, known as K-beauty, have gained global recognition as an aspect of Hallyu, or the Korean Wave. The success of K-beauty abroad can be traced back to the cosmetics culture of prehistoric Koreans, traditions that are augmented by contemporary techniques. Ancient K-beauty traditions passed down for centuries have helped Korea to become one of the world’s three biggest exporters of cosmetics. K-beauty is not merely about outward beauty, but also encompasses traditions and sociocultural values. Korean beauty products are regarded as an original and sustainable solution in the global market. Innovative K-beauty products are grounded in the country’s historical background and an understanding of natural materials.





Cultural Foundations of K-beauty

The Korean word for “beautiful” (*areumdapda*) can be used not only to describe someone’s physical appearance but also to admire their inner worth and to laud sociocultural values. In our contemporary society, the abstract concept of beauty has become an industry of its own, playing an even greater role in our lives. But this is a moment when we should reflect upon the true aesthetic meaning of “beauty.” We shouldn’t view K-beauty as merely piggy-backing on the success of Korean dramas and K-pop. That would be to disregard K-beauty’s roots in a historical and traditional understanding of beauty.

In Korean history, beauty goes beyond mere physical characteristics and is defined as an expression of inner strength and resilience. Under traditional values, physical training was about more than maximizing one’s looks—it was also regarded as a way to cultivate the mind.

아  
름  
다  
다

[Areumdapda]  
Beautiful

The historical origins of K-beauty can be found in the mythical foundation of Gojoseon, considered the first kingdom on the Korean Peninsula. According to legend, a bear and a tiger sought to become human beings by eating garlic and mugwort. These ingredients have cosmetic properties, suggesting that people of the time used garlic and mugwort as skin-whitening agents.

Cosmetic culture developed even further in the Three Kingdoms Period (57 BCE~668 CE). Sophisticated practices flourished in the three competing kingdoms of Goguryeo, Baekje and Silla, reflecting their distinct cultures. The Silla custom of only selecting people of wisdom, beauty and courage as leaders was also adopted in the organizations of undaunted young soldiers.

During the subsequent Goryeo and Joseon Dynasties, attitudes toward beauty shifted to privilege mental fortitude over physical charm

under the ruling ideology of Confucianism. But the practice of cultivating the mind by emphasizing cleanliness and neatness has survived into the present day.

Through the Whirlwind of War

The Korean cosmetics market opened up to other cultures earlier than other industries and has long competed with foreign firms for the best techniques. Japanese brands dominated the Korean market during the colonial era (1910~1945), and Western cosmetic products reached Korea via U.S. military bases during the Korean War (1950~1953), threatening the very survival of local brands. In 1983, the government took steps to liberalize imports, letting in a flood of products from overseas. That also had a major impact on the cosmetics market.

Western cosmetic methods were first introduced to Korea in the Gyeongseong Exposition in 1870, Korea’s first cosmetics exhibition. The first cosmetics brand in the country, called Bakgabun (meaning “Park family powder”), was launched in 1916 by Jeong Jeong-suk, wife of Park Seung-jik. Jeong took inspiration from an old market woman selling face powder she had made. Bakgabun became quite popular both because of its portable carrying case and because of the striking logo based on the Park family name. Soon, copycats appeared in the market such as Seogabun (Seo family powder) and Janggabun (Jang family powder).

The 1930s were a vibrant time for the cosmetics market with the emergence of cosmetics companies such as Pacific Chemical (which later became Amorepacific), Taeyangni Chemicals and Dongbo Chemicals. But the market soon faltered because of rigid controls by the Japanese colonial administration.

Following Korea’s liberation, the cosmetics industry enjoyed another boom, and the industry persevered even amid the Korean War. Pacific Chemical, which relocated from Seoul to Busan after the war, staffed its research team

3.  
In 1972, Amorepacific held the ‘Top Color 72 Launch Event’ at the Bando Hotel, showcasing different makeup styles tailored to the time, purpose and place.



© Amorepacific.

1916



1.  
In 1916, Parkgabun was introduced as Korea’s first branded cosmetic product. It gained popularity due to rumors of its excellent whitening effect, satisfying customers with its affordable price and fragrance.

1960s



2.  
Amorepacific’s ABC Powder No. 1, which contained finely milled powder made with the ‘Airspun,’ an innovative high-performance micronizer from the 1960s

1972

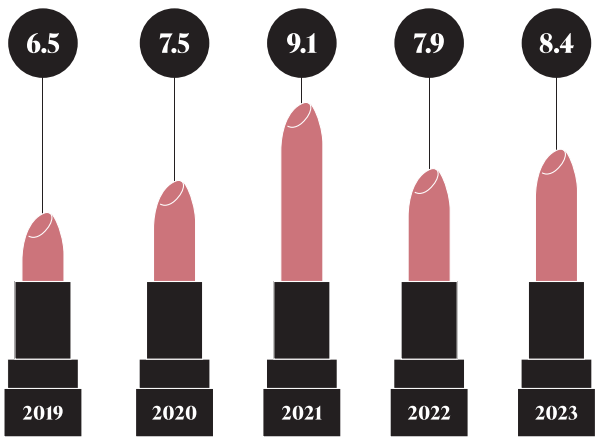
with graduates of overseas universities and the pharmacy program of the nation’s top university, Seoul National University. The company continued to forge ahead, launching domestic production of face powder through a technological partnership with French company Coty.

The growth of the cosmetics industry also brought more women into the workforce. In the 1960s, Pacific Chemical’s new brand “Amore” became a big success through the revolutionary distribution method of door-to-door sales. While that was launched with the goal of eliminating the cosmetic knockoffs that were prevalent at the time, it also helped counteract the stigma against women having careers, along with creating numerous jobs in the cosmetics and beauty industries.

Export Volume of Korean Beauty Products

[Source: Korea Customs Service, 2023]

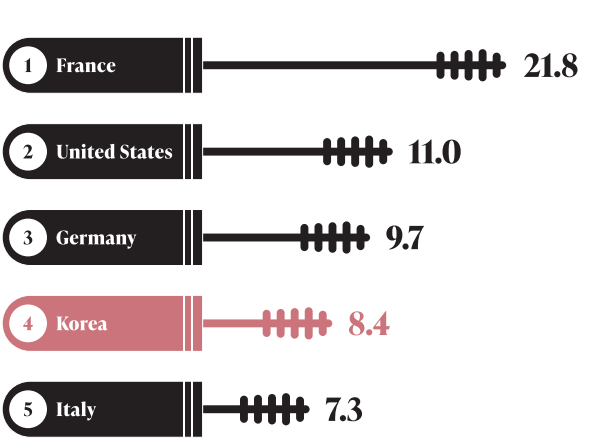
(Unit: Billion USD)



Ranking of Beauty Product Exports by Country

[Source: Korea Customs Service, 2023]

(Unit: Billion USD)



K-beauty Today

After going through these periods, Korea finally became the world's third biggest exporter of cosmetics, with a trade surplus of over 7 trillion won. Of course, the current K-beauty craze may not be explicable in terms of export volume and other figures alone. Regardless, it's clear that K-beauty has carved out ample space for itself in the global market.

The factors behind the recognized excellence of the Korean cosmetics industry include its technical expertise, its trend-setting originality, its quick and accurate consumer feedback, its extensive understanding of natural ingredients and its long years of research.

Since surmounting the challenges of the modern era, Korea's cosmetics companies have taken the initiative to partner with foreign companies and carry on their own research and development. Their technical grounding and innovation were embraced by curious foreign consumers in the early 2000s, even before the Korean national brand had consolidated its position in the global market.

Another reason why Korean cosmetics are so appealing is they offer quality at an affordable price. When Korean companies took a risk by launching innovative products such as BB cream, face masks and cushion compacts, they were eagerly adopted by open-minded Korean consumers. This spurred the growth of new cosmetics companies and gave them the courage to expand into the global market. That's also why many global companies today use Korea as their testbed for launching new products.

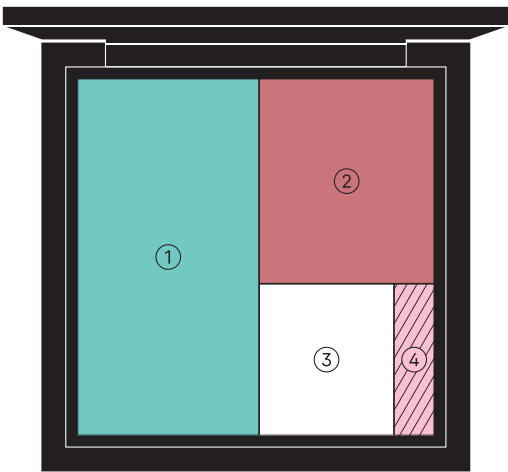
Drawing upon traditional Korean medicine and beauty techniques handed down from ages past, the industry has scientifically proven the efficacy of various natural ingredients including ginseng and camellia flowers and applied them to its products, creating key solutions for clean beauty and a sustainable economy.

Future-focused, but Rooted in Tradition

Along with the entertainment industry, K-beauty is now securing its position as a key cultural product and global trendsetter. Some might dismiss that as a passing fad, but they would be misunderstanding cultural qualities derived from Korea's millennia-old history and traditions. Just as the word "beauty" refers not merely to physical characteristics visible to the eyes, K-beauty also embodies values handed down through history and tradition and offers a vision for the future. Koreans have already endowed K-beauty with those values, or in other words with a future-oriented worldview that goes beyond mere chauvinism. These deep cultural roots constitute the strength of K-beauty. 🌸

Popularity Ranking by Korean Beauty Products

[Source: Korea Customs Service, 2023]



1	<b>Basic Skincare Products</b> Facial Lotion, Moisturizer, Toner, Etc.	51 %
2	<b>Additional Skincare Products</b> Sunscreen, Wrinkle Stick, Etc.	28 %
3	<b>Makeup Products</b> Lipstick, Eyeshadow, Blush, Etc.	16 %
4	<b>Hair Products</b> Shampoo, Hair Essence, Etc.	5 %

2024 Korean Beauty Trends



Beauty Devices

Allows for self-treatment of wrinkles and other specialized treatments at home.



Personalized Beauty

Makeup suited for an individual's skin type or skin tone.



Conscious Beauty

Beauty practices that consider and aim to protect the environment.



Kim Ju-deok

Director of the Graduate School of  
Convergence Beauty  
at Sungshin Women's University

Kim Ju-deok is the director of the Graduate School of Convergence Beauty at Sungshin Women's University, as well as the chair of Seoul's Beauty Industry Promotion Committee. Previously, he chaired a Ministry of Health and Welfare task force that promoted the development of cosmetic products and chaired the Korean Society of Cosmetics and Cosmetology.



No discussion of Korean beauty would be complete without the mention of Jung Saemmool, a pioneering leader and first generation Korean makeup artist. In fact, Jung has left her mark on everything that K-beauty stands for today, including makeup that brings out people’s natural beauty, high-quality products based on intriguing concepts and sharp branding and space design. While 33 years have passed since Jung’s debut, her passion remains unquenched, and her curiosity unexhausted. Those traits still drive her pursuit of a dream shaped by her unique style, knowledge and philosophy, a dream that many still find inspirational to this day.

Makeup Artist

Jung Saemmool

THE MAKEUP  
MAVEN



**Journey to the Top**

Jung had always imagined she would spend her life drawing something. As a child, her dream was to become a painter, influenced by her mother’s study of Western-style art. But when her father’s business folded, she had to set aside her art studies and scramble to support the family. Then one day, she had a miraculous encounter with makeup. Despite their different canvases, makeup and art had striking similarities: they both used a brush and different shades of color, for example. Given her fondness for observing people and describing their beauty, Jung chose to become a makeup artist.

Makeup is a cutthroat industry where people who can’t prove their talent tend to be kicked to the curb. To make the grade, Jung worked endlessly, seeking to stand out from the crowd. “I kept a scrapbook where I recorded everything I knew about my clients’ styles and took note of helpful improvements. That gave my clients visual proof that I knew their shortcomings and could compensate for them. On the film set, I sought ways to make myself useful. I always checked whether my makeup clients were comfortable and had everything



they needed to ensure they shone in their roles. I was happy to serve as their manager, stylist and even therapist if I thought it would help.”

Jung’s analytical skill and remarkable attention to detail soon attracted a long list of clients. She even worked with some of Korea’s best-known actors, such as Lee Seung-yeon, Ko So-young, Kim Hee-sun, Song Hye-kyo, Lee Hyori and Jun Ji-hyun. Her transparent makeup—the “no-makeup makeup” approach to making your face look prettier—also became highly popular with the public.

Despite her successes, Jung has kept pushing onward instead of resting on her laurels. She moved into the field of education with the establishment of the Jungsaemmool Art & Academy, hoping to support more people in their pursuit of ideal beauty. And while her business was going strong, she set everything aside to spend four and a half years studying fine art at the Academy of Art University in San Francisco. What she learned there became the foundation of her own theory of makeup and indeed of K-beauty itself.

**K-beauty Tastemaker**

Under Jung’s theory of makeup, the individual’s distinctive features are broken down into line, color and texture, and makeup underscores the individual’s natural beauty by suitably highlighting those features. The various ways to highlight line, color and texture make up the seven principles of makeup. Skin is analyzed in terms of seven properties (such as thickness, moisture and tone), with makeup designed to compensate for weaknesses and set off strengths. Jung analyzed her original aesthetic sensibility through the lens of fine art, which enabled her to devise a logical and distinct theory of makeup. The excellence of that theory may be what has appealed to so many students, both from Korea and other countries. Thanks to those students, Jung’s

**‘Beauty starts from you. Just believe!’**

theory has spread around the world, helping to lay the foundation for K-beauty.

Jung’s business acumen goes beyond makeup theory and methodology, however. After returning from her studies abroad, she took part in branding and product development for influential cosmetics brand Mule (which stands for “make your own rule”). Mule was the first cosmetics brand that incorporated fine art and involved artists in a professional capacity, leading to the release of never-before-seen products. For instance, one of the brand’s products was a cosmetics case that could hold several kinds of makeup, helping people apply their makeup more quickly. At the time, this was a novel product that piqued customers’ curiosity. In that way, Jung’s ideas, impressions and knowledge have paved the way for creative products and helped make K-beauty so distinctive today.

Following Mule’s success, Jung launched the brand Jungsaemmool Beauty, which she named after herself, and opened a flagship store called Plops. It was around that time that culture complexes—facilities hosting a range of cultural activities—were coming into vogue in Korea. Focusing on the commonalities between fine art and makeup, Jung held showcased Korean artists at Plops and released products in collaboration with them. In K-beauty today, the flagship store has emerged as a key method of showcasing brand identity, and Plops played a major role in launching that trend.







Unshakeable Philosophy

Ten years have passed since Jung laid the groundwork for K-beauty. By now, she has perfected her style, taught countless students, and launched brands named after herself. She is at once an artist, educator and businesswoman. While attitudes and mindsets tend to change with the role, Jung holds to a single philosophy: good makeup brings out the individual’s natural beauty.

“You often see makeovers that emphasize the product or the artist’s technique over the person under that makeup. That’s not necessarily wrong, and as a businesswoman myself, I understand that approach. But for me, people are still more important than the product. I think that the product and technique ought to bring out the best in people,” Jung said.

What does it take to deliver makeup of that quality? Jung says it all comes down to attitude: you have to be willing to serve others. But why does attitude matter when you’re touching up someone’s appearance? “People aren’t a painter’s canvas—you can’t throw them in the trash if you make a mistake. The artist has to identify and rectify their own weaknesses before meeting a client. If you’re distracted by something unrelated to your technique, such as your emotions or some situation, your distraction can have an impact on

the makeup. That’s why I always seek mental peace through meditation and prayer. Whatever the situation, I make sure I’m mentally ready for the client before we meet,” she said.

Beauty Starts with Her

There’s a simple reason Jung remains so committed to her philosophy today, 33 years after first entering the field. In short, makeup is her calling. Makeup has made every moment of her life meaningful, kindling her dreams and making them grow. By the same token, makeup has enabled her to share those dreams with others. Nowadays, she can barely imagine life without makeup. With makeup making up such an outsize share of her life, she’s not about to call it quits now. She’s determined to keep meeting people, exploring and learning things so that even more people can find their own beauty.

“When I was young and foolish, I prayed to God that if he wasn’t going to let me learn, he should at least give me a talent. That prayer seems to have been answered in my life. Obviously, not everybody gets a moment like that. That just makes me want to help others even more. I plan to share my knowledge and know-how in a wide range of media. Many people out there have been frustrated in their desire to learn and in their search for a beauty of their own, and I’d like to help them find the answer,” Jung said.

Jung’s slogan is “Beauty Starts from You. Just Believe.” That slogan could be taken from her own life. Jung’s belief in herself is behind the numerous achievements that have made the field of K-beauty and Jung herself what they are today. So what’s next for this makeup maven? She’s gearing up for artist Jung Eun-hye’s solo exhibition at Plops at the end of the year while traveling around the world to meet students and clients. As she spoke about the next chapter in her life, her eyes sparkled with such confidence and beauty. 🌟

Satisfying an Artistic Sensibility

Selected by Jung Saemmool

Let’s compile a list of things that inspire makeup artist Jung Saemmool and give her a confidence boost.

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**1. Movies**

I prefer movies that are beautifully shot and aren't too ambiguous. More precisely, I enjoy movies that can teach me a lesson or offer ideas with applications for the future. These are some movies like that.

**2. Clarinet**

I'm fond of the timbre of the clarinet. It's said to have one of the widest ranges of any instrument, capable of moving from the lowest to the highest register. I guess that's why the clarinet moves our hearts—it seems to express the diversity of the human heart.

**3. "Habitus" of Doris Martin**

This is a book about human dignity. Reading this book helps me discover my shortcomings and kindles the desire to better myself.

**4. Paintings of Jung Eun-hye**

While watching the drama "Our Blues," I found myself appreciating Jung's beauty and thinking about how many people care about her and are involved in her life. Those people's collaboration and teamwork, as well as how precious a person Jung is, seem to be lovingly expressed in her paintings. That's how I recently got interested in her artwork.

© Dasan Books

© Jung Eun-hye

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# BUILDING A BRAND

Brand Director of Fwee

*Min An-na*

When it comes to K-beauty, the world recognizes “unconventional creativity” as its strength. But what does originality mean for a beauty brand, and how is it created? The brand strategy of Min An-na, who recently successfully rebranded Fwee, reveals the key to K-beauty’s success.

# LEADING BEAUTY



Orchestrating Brand Dominance

Min An-na is a designer and brand director with 15 years of experience. Min sees brands as personalities. When a customer thinks of a brand, she believes it can be expressed in a clear image, just like describing someone around them. Just as people can immediately describe their friends by saying, “He’s cheerful,” so should brands.

“There are so many beautiful people, but not many that you can keep thinking about, and the same goes for brands. So, I think a good brand is one that surprises you and makes you come back to it again and again.”

Min recently led the rebranding of the color cosmetic brand Fwee successfully redefining its identity. Before the rebrand, Fwee had many products and was popular for its cushion compact, which beautifully covers the skin’s texture. The problem was that the brand didn’t have an image that could replace the phrase “a brand with a good cushion compact.” In



response, Min created a clear and unique image for Fwee.

Forging Brand Distinction

Here’s how Min put together the brand concept. “Fwee is an exclamation when you’re in a good mood. As soon as I learned the origin of the brand name, a new image of the brand was instantly created. Exclamations are spontaneous, so I came up with the concept of ‘colorful moments.’ I wanted the brand to be associated with ‘everyday feel-good moments.’”

To give the new concept a sense of authority, Min overhauled the brand’s colors, container design and spaces. She aimed for freshness to break away from the ordinariness of the existing brand, but she didn’t want it to be so unique that it felt overwhelming.

The new brand color, bright blue, conveys a feeling of freshness to consumers and stands out as it is not commonly used by beauty brands. The container design was based on an atypical circular shape, evoking an organic form shaped by its grip rather than adopting a specific motif. This made it instantly recognizable as a Fwee product, even without the brand’s logo on top.

“I paid special attention to the container, because it’s one of the most powerful and effective elements in building a brand image. The reason I designed the container in an atypical circular shape is that I wanted the product to have a soft and round shape overall to convey a pleasant feeling, while also being varied enough to avoid archetypes. This way, when the products are placed together, they can look similar.”

The flagship store, central to the brand’s identity, is also noteworthy. The exterior, which looked like hand-pressed ceramics, drew attention from visitors. Everything in the store from the product displays to the photo zone was designed to create a fun experience for visitors.

“Everything in the store boils down to ‘unforgettable moments’ and creates a unique experience. For example, the ‘egg fit cover cushions’ are designed and arranged like food on a dining table. We also have a section where customers can get a small portion of their purchase in a keyring container so they can capture their colorful moments in the store.”

Min worked hard to find a model who could convey the brand’s concept without overshadowing the brand image. “The model candidates were beautiful but unrealistic celebrities. I thought they didn’t fit our slogan. I struggled to find a unique model, then found the current model. She has an ethereal charm that makes it difficult to immediately guess her nationality, and when she smiles, you can feel a lot of good energy. Additionally, she’s not well-known in Korea, so we thought she could really tell the story of our brand.”

The Future Awaits

After rebranding, Fwee has quickly become a leading K-beauty brand. This was not only due to Min’s brilliant imagination but also the unified efforts of the entire team. Min only communicated to marketers and product developers the image they should create in the future.



It was the employees who deeply understood the brand’s direction and how to implement it.

That’s why she wants to guide employees to grow as brand creators who produce compelling outputs. As a brand director, she wants to be the leader of the people who create the brand together. “I want to be someone who can clearly guide the brand’s path forward and constantly inspire our employees,” she said.

Min is looking for fresh ideas and new ways of expressing herself while keeping things secure. She wants to set trends rather than follow them.

The same is true at the brand level. The brand is investing more to prepare new products to prevent quality issues. It is also preparing to expand to other areas of Korea and overseas to satisfy customers.

Min has proven the power of K-beauty by using original language and delicate expressions that capture customers’ hearts. There is much to look forward to in the next chapter of Fwee and the future of K-beauty as she continues.





# Mindful Consumption

Beauty trends in Korea have continued to evolve in recent years. "Clean beauty," which refers to products that do not contain ingredients harmful to humans, and "vegan beauty," which includes products that do not use animal-derived ingredients such as collagen or conduct animal testing, have been popular. In 2024, the trend of "conscious beauty," which goes a step further than clean and vegan beauty, has been blossoming in Korea. This beauty trend involves producing and consuming cosmetics with social and environmental responsibility in mind.



## Conscious Beauty,

## for the Planet



# A Movement to Save the Earth



- 1. Siita's facial cream using a biodegradable plastic container.
- 2. Aromatica's Zero Station, a refill station where customers can get the contents by bringing an empty container.
- 3. Toun28's hand cream with an innovative material pouch utilizing paper to reduce plastic production. This material contains only a small amount of plastic.

After experiencing the severe climate crisis and pandemic, many people are trying to adopt an eco-friendly lifestyle. This trend has also emerged in the beauty industry, of which “conscious beauty” is a part. While previous eco-friendly efforts focused on naturally derived ingredients and eco-friendly packaging, these seem minor compared to the robust eco-friendliness of the current “conscious beauty” trend.

For starters, many of today's products are manufactured in environmentally friendly ways. They are formulated with ingredients that are safe for both consumers and the earth. Let's take sunscreen as an example. Traditional sunscreens contain chemical ingredients that bleach coral reefs and disrupt the endocrine systems of marine life. Since sunscreen dissolves in water, the solution to the problem is to make its ingredients safe. In fact, many Korean companies are

introducing products made entirely of harmless, fully biodegradable ingredients.

Product packaging has also become more environmentally friendly. Examples include products that use only recycled plastic or paper bags. Biodegradable plastic containers, which naturally turn into compost when buried in hot soil, have also entered the marketplace. Some of the companies introducing these containers have even set up their own biodegradable plastic disposal systems.

The process of selling the product is also environmentally friendly. Many places now have systems where customers can bring empty bottles into stores and have them refilled with cosmetics. Some produce only solid—as opposed to liquid—cosmetics, drastically reducing the waste generated by product packaging.

# Coexistence with Local Communities



It would be a mistake to think that “conscious beauty” is just another “eco-friendly beauty trend.” Beauty trends that aim to coexist with marginalized groups and endangered regions are also part of conscious beauty. Let's explore how beauty products can help drive progress among marginalized people.

A prime example is the active use of local agricultural products. For example, one company partnered with a region famous for Korean chrysanthemums to create cosmetics using the ingredient. The region relied on organically harvested Korean chrysanthemums as its main source of income, but maintaining profits became difficult due to labor migration to cities and rapid aging. As the local industry declined, the village's history was in danger of disappearing. Recognizing this situation, one company developed beauty technology

using Korean chrysanthemum as an ingredient. As a result, the beauty products became the key to solving the region's crisis.

Similarly, there's a growing trend of people willingly consuming fruits and vegetables that would have been discarded due to minor blemishes or unattractive appearance. This prevents excessive agricultural waste, guarantees income for farmers, and allows companies to create products with good ingredients.



# Beautiful Partnerships



Conscious beauty is based on the desire of today's consumers to make their consumption more meaningful. As a result, conscious beauty also reflects trends that address and seek to improve human rights issues related to industry.

Recently, fair trade companies have emerged in the Korean beauty industry. Fair trade involves paying fair, above-market wages to farmers and workers in countries unable to escape poverty due to unfair trading systems and helping to improve their working conditions. For example, when importing ingredients from abroad, they consider how these materials are grown, the growing environment, and how workers are treated. If problems are identified, efforts are made to improve them. Similarly, an increasing number of companies are actively recruiting people with disabilities or older people to work in manufacturing, providing them

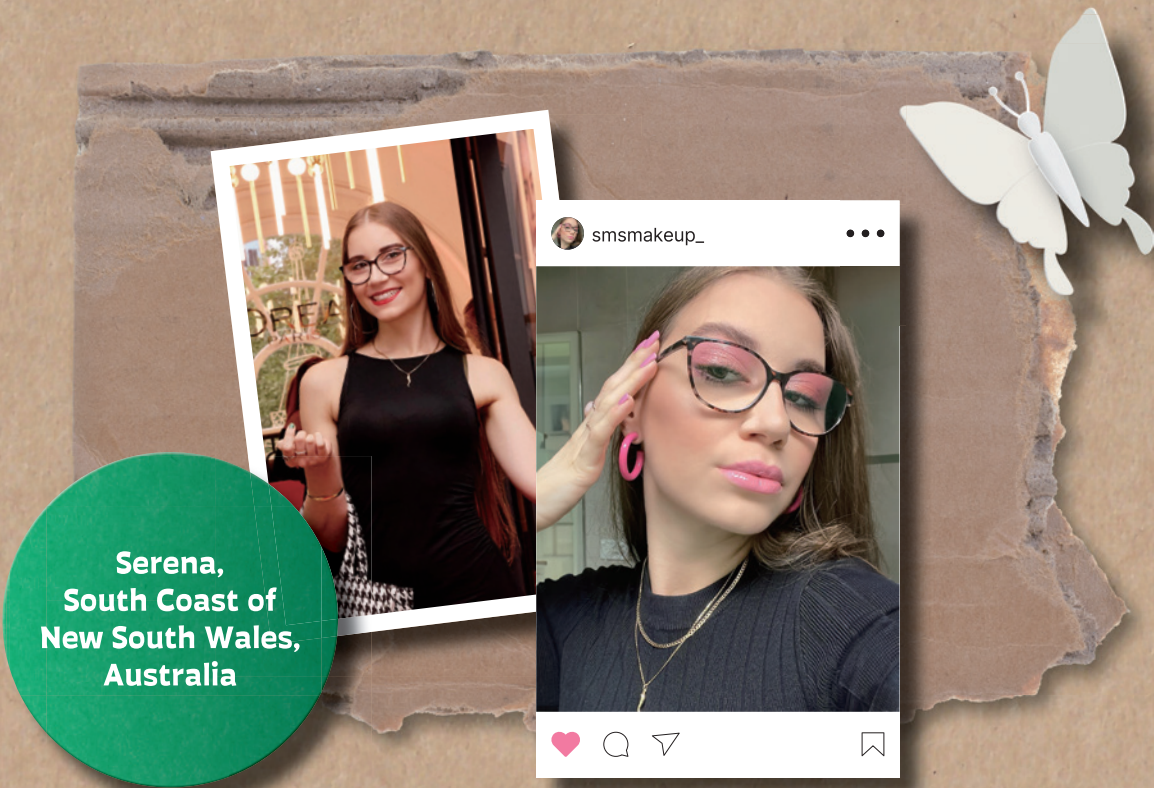
with opportunities for social participation.

In addition, there are ongoing efforts to invest sales proceeds in projects such as reforestation of burned forests, water purification systems in areas where clean water is needed, or donations to groups of children in need.

Thanks to these trends, consumers feel they are preserving beauty and contributing to society simply by purchasing and consuming products. The satisfaction of improving the lives of others is likely why Koreans continue to readily consume products that are part of the conscious beauty trend.

# Mini Interview

What is it about Korean beauty that appeals to international consumers? Whether it's the intricate self-care methods, unique Korean makeup, beautiful product packaging or high-quality products, the appeal of Korean beauty is different for everyone. In this short interview, we'll find out what makes Korean beauty so appealing to international consumers.



**Serena,  
South Coast of  
New South Wales,  
Australia**

As a beauty influencer, I had always known about K-beauty. About five years ago, I first approached the best-selling Korean beauty products. As soon as I experienced them, I found myself instantly in love. Dealing with acne and oily skin, I was pleasantly surprised by how gentle yet effective the products were. They calmed my redness and controlled my acne.

Regarding K-beauty makeup, it took me a bit longer to warm up to it. I've always been into that full-coverage glam. Lately, however, I've appreciated the beauty of minimalism that K-beauty embodies—that soft glam and pretty look. I've found ways to blend it into my routine because, truth be told, those products are gorgeous, and simplicity often proves to be more impactful.

Another reason I love K-beauty even more is the conscious beauty movement. It's impressive how it's not just

about skincare anymore. It's all about sustainability, ethical sourcing, and transparency about what goes into the products and how they're made. This shows that the industry is moving in a positive direction, and it's encouraging to see brands taking these values seriously. This shift has changed my perspective for the better.

At first, I thought the main features of K-beauty products were just that they were affordable and had cute packaging. But after trying them myself, I thought, "How was I missing this?" Now, I can't live without K-beauty.

I can't wait to see how K-beauty grows. Its popularity has increased significantly in the last few years. I'm excited to see how the products innovate and take over the industry because they deserve it.



# Discover the New You: Amore Seongsu

The Seongsu-dong neighborhood has recently become the hippest spot in Seoul. Pop-up stores from a spectrum of brands occupy every side street, and young aficionados of fashion and beauty are a constant presence. Seongsu-dong is also the location of Amore Seongsu, a gray concrete building cradling a garden that looks like a patch of woods deposited in the heart of the city. Administered by Korean beauty conglomerate Amorepacific, the store gives visitors a chance not only to explore the company's products, but also to learn a little more about themselves.





**A Place for Self-exploration**

Step through the door of Amore Seongsu's eco-friendly edifice, and the bustling city vanishes behind you. You've entered a world of peace and tranquility, a place pervaded by the bracing fragrance of plants. Just a few steps inside for the reception, you encounter a panorama of green trees and shrubbery. Mossy rocks and boulders evoke a remote valley teeming with wildlife and pools of rainwater. The garden can be viewed through the picture windows at any point inside the U-shaped structure. Amore Seongsu is pervaded by the garden's relaxing verdure, creating a mood that is at once calm and invigorating.

After the check-in, walk down the hallway until you reach the cleansing room. The layout here is unexpected: Rather than the typical

long line of sinks, the sinks here are positioned in semi-private parallel rows. Each is stocked with various Amorepacific cleansing and skin care products, hair ties and towels. The long window lets in the verdure of the garden, which suits the warm lighting of the room. There's a palpable sense of comfort here, as if you've entered a room designed entirely for yourself.

Once you leave the cleansing room and continue down the hallway, a remarkable sight awaits you: the beauty library, which brings together Amorepacific's thirty or so brands. Over a thousand beauty products are neatly displayed on concrete shelves, which highlight the products while putting the brands on the back burner. It's thrilling to see such a comprehensive assembly of products that would otherwise only be accessible online or through

individual visits to each brand's store. This is your chance to try out these products to your heart's content, and all without leaving the room.

With so many products on display, it can be daunting to know where to begin. Anyone in that position is recommended to drop by the Artist with its Makeup & Life Blending display, featuring seasonal and trendy looks recommended by professional artists. This display features products from a range of brands while recommending makeup techniques tailored to the latest beauty trends. Setting aside the products, the photographs and videos displayed alongside them and the displays themselves all look like miniature art exhibits, and simply browsing around the space is a delight.

Several large mirrors are positioned in the



© Amorepacific

**You naturally find yourself  
listening to the voice within your  
heart when in Amore Seongsu.**





area to test products but don't forget about the powder rooms at the end of the beauty library. These rooms are a better place for sampling the wares, with mirrors, makeup brushes, dryers, lamps bright enough for a close look at your makeup, and various disposable items needed for applying cosmetics. The rooms are worth using both before and after you make a purchase.

All these areas are large enough to comfortably accommodate quite a few people. The speakers are playing soothing music, and there's a notable absence of staff providing unnecessary explanations or pushing products. In short, it's the perfect spot for pressure-free perusal of everything you've been curious about. I doubt that anywhere is better suited for nailing down your taste in beauty products.

Time to Treat Yourself

Browsing through the product lineup to find what's best for you can be fun, but for something extra special, consider the personalized beauty programs. These programs are handled by cosmetic compounding managers and makeup artists, along with Amorepacific's artificial intelligence (AI) technology, providing



visitors with an immensely satisfying experience.

Two programs here allow you to produce products. There is the “Hera Silky Stay Custom Match” program for producing foundation and the “Tonework Vegan 365+ Liquid Lipstick” program for making lip tint. Those take place in a separate space for greater privacy. As part of these programs, customers are asked about what kind of makeup they typically prefer, and shade cards are held up to their skin and scanned with a camera to gauge their skin tone.

In the lip tint program, you can select product formulas and fragrances depending on your personal taste. You have a surprising number of options for selecting the color of your tint. You can have a specific color extracted from a favorite photograph, analyze your personal color with AI-powered technology, or pick a color from a chart presenting 366 colors, one for each day of the year (and one extra “hidden” color)—a distinctive method you won't find in use at any other brand.



Both the foundation and lip tint bespoke programs determine your appropriate color through a questionnaire and an AI-enabled skin tone analysis, as well as a consultation with a makeup artist. After trying out your initial color choice, you can adjust the color based on your impression and the makeup artist's judgment and try out three recommended colors. Once you've decided which color you like best, the robotic manufacturing equipment gets to work. You can watch the whole process: the dyes being mixed together, drop by drop, and the solution being poured into a container. Before you know it, your product is complete! Along with the product, you're also given a document detailing the program results so you can order the same product again if you want.

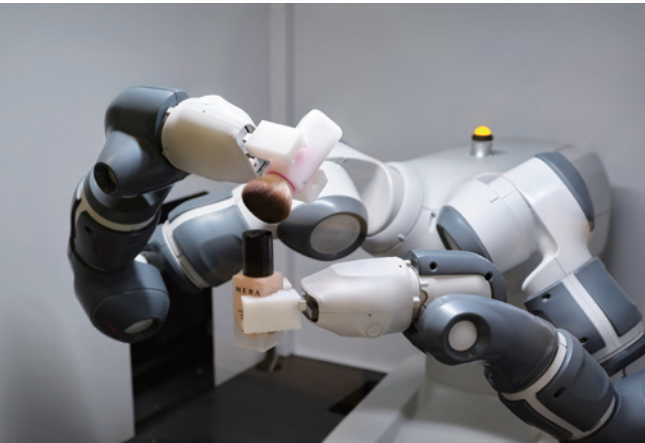
All the rare opportunities available at Amore Seongsu make it a thrilling stop for Korean beauty fans, especially considering the gorgeous products and exciting technologies on offer. It also has various games and other entertainment options on hand and offers a complimentary makeup touch-up service (be sure to sign up in advance), which means there's plenty to enjoy even if you're not in a buying mood or just curious about the space.

So next time you're in Korea, Amore Seongsu might be worth adding to your itinerary. A visit to this relaxing spot may be your chance to listen to your heart and learn more about your taste. Just make sure that when you step outside, you're ready to meet the new you. 🌸



Scan QR for video

**Amore Seongsu**  
7, Ahasan-ro 11-gil, Seongdong-gu District, Seoul, Korea  
📍 amore\_seongsu





# Groundbreaking Films Gather in Bucheon



The iconic Bucheon International Fantastic Film Festival (BIFAN) turns the city of Bucheon into a treasure trove of unforgettable memories for both film industry professionals and citizens alike during the hot summer month of July.

The 28th Bucheon International Fantastic Film Festival (BIFAN) took place from July 4 to 14 with an 11-day showcase of genre films, cementing its status as Asia's largest genre film festival. The festival featured a captivating lineup of horror, thriller and fantasy films, along with experimental works that are seldom seen in mainstream cinemas.

This year's Bucheon International Fantastic Film Festival (BIFAN) carried forward its slogan 2021, "Stay Strange," a tribute to the festival's mission to highlight unique and unconventional talents in cinema. This year's festival featured an impressive lineup of 253 films from 49 countries.

BIFAN is a non-competitive international film festival with a special partial competition format. The special competition features two main sections: Bucheon Choice and Korean Fantastic. Bucheon Choice is the festival's international competition section. Notably, this year's festival has introduced an artificial intelligence (AI) Film section—showcasing films that push the boundaries of genre conventions and explore groundbreaking advancements in film storytelling.

A special actor's exhibition featuring Son Ye-Jin, one of Korea's most iconic actresses—and a memorial exhibition for Roger Corman, a towering figure in the world of genre filmmaking, were also held. In particular, the director's memorial exhibition was accompanied by a

lecture by a critic who explored his cinematic endeavors. In addition, master classes were held by genre film legends—Johnnie To, Koki Mitani and Kim Sung-su. There were also premieres of remastered versions of their films which drew a lot of attention from movie fans.

Films were screened at various venues throughout some available on online streaming platforms to accommodate those unable to attend in person.

This year, BIFAN introduced BIFAN+, an expanded concept featuring conferences, workshops, exhibitions and a project market. This industrial program provided a platform for film market participants, industry professionals and AI experts to discuss the future of cinema and share inspiration and insights.

BIFAN went above and beyond with a series of outdoor events that invited both audiences and locals to immerse themselves in the festival's unique atmosphere. At the heart of the festivities was the Ascension Night Party, an EDM event held near Bucheon City Hall. In addition, the Carnival Dressing Room offered a fun escape for festival-goers with face painting and hairstyling that added a touch of whimsy to the celebrations. The festival also featured a Strange Treasure Hunt, where participants searched for hidden treasures scattered throughout the festival's venues, and the Strange Ice Playground, a refreshing retreat where visitors could cool off with water guns and ice play amid the summer heat. In a bid to create memorable experiences, BIFAN offered a Stamp Tour—where participants could collect stamps from different festival locations and to pose for photos and feel like film stars themselves. Fans also had the opportunity to interact with film industry figures during intimate meet-and-greet sessions. Finally, BIFAN's Neighborhood Cinema initiative brought free film screenings to local community spaces, offering a great opportunity for families and friends to bond over cinema in a relaxed setting. 📺





After the monsoon rains in August, Korea is hit with scorching heat. Just walking outside makes people sweat profusely, which means summer has begun in earnest. That's when people crave *bingsu* (shaved ice), a dessert so cold that it makes the teeth chatter. Explore the history and charm of a bowl of *bingsu*, a snack made from shaved ice.



## Chilly Treat for the Hot Summer

### Beat the Heat

There are foods that represent summer in every country. This includes a variety of options such as cold foods and foods that replenish energy. There are a lot of different foods for summer in Korea, but *bingsu* is the one that represents summer. *Bingsu* is a dish that infuses tired bodies with energy thanks to its cool texture and sweet taste.

*Bingsu* is a dish made with shaved ice and topped with various sauces and items. It has been a representative summer snack in Korea for over 100 years. Looking at the most primitive origin of *bingsu* shows that it dates back to the Joseon Dynasty. The only people who could consume ice in the past were high-ranking officials, including the royal family, as places to store ice were rare. Records show that people would use their hands to break the ice into small pieces and top it with fruit.

However, the *bingsu* found in Korea today didn't appear until the early 20th century. This is when *bingsu* took the form of a dish made with finely ground ice from an ice-making machine. The number of stores and street stands that only sold *bingsu* during the summer increased rapidly as ice machines became available due to the establishment of ice-making companies. There were well over 400 *bingsu* vendors alone in Gyeongseong (today's Seoul) in the summer of the 1920s.

Back then, people would pour boiled *pat* (red beans), *tteok* (rice cakes) and fruit juice over shaved ice. *Patbingsu* (shaved ice topped with red beans) was particularly popular. Nowadays, *patbingsu* is one of many forms of the dish, but for decades, *bingsu* only meant *patbingsu*.

*Bingsu* were virtually synonymous with *patbingsu* until the 1980s when home *bingsu* machines were introduced. However, people began moving away from the use of *pat* in *bingsu* during the 1990s. The humble bowl of *bingsu* began to change in earnest. The dish became larger, and people started adding items like ice cream, fruits and snacks instead of *pat*. The number of places selling *bingsu* also increased rapidly. Places outside of bakeries like cafés and fast food restaurants began offering their own versions of *bingsu*.

The *bingsu* has developed remarkably since the 2000s. It used to be made from rougher pieces of ice that would crunch when people chewed it. However, recent developments have introduced a variety of ice styles. The dish can now be found with finely ground ice with a texture similar to refined sugar, ice that looks like it has been ground thinly with a plane and ice that is pulled like thin noodles. People also add milk to make the ice taste more like ice cream rather than flavorless ice made from water. Various powders such as chocolate and green tea are also added to the actual ice to add a unique taste to *bingsu*.

### Today's Bingsu

The *bingsu* is constantly evolving. Almost every aspect of the dish has changed, not just the quality and taste of the ice itself. The appearance and sales location of the dish have also changed. First, the appearance of *bingsu* has continued to change. It can now be found in shapes ranging from simple *bingsu* made in a cup to something that looks like a fruit dome. It can also look like a completely different dish such as *bibimbap* (a rice dish mixed with

vegetables) or *jjajangmyeon* (noodles in black bean sauce). There are unexpected and unique forms of *bingsu* that make the dish look like a whole garlic bulb or plants in a field. People can enjoy a fun summer outing by going around looking for special kinds of *bingsu*.

The second thing is something that can't be overlooked when discussing *bingsu*: the diversification of taste. Topping *bingsu* with mango, melon or watermelon is ordinary. Fruits and vegetables that seem rather distant from those found in sweet desserts can now be found in *bingsu* such as corn, tomatoes, carrots and avocados. Places also top *bingsu* with coffee, popcorn, cakes and cotton candy. Many people look forward to seeing what new topping will be used for *bingsu* each summer.

Being able to eat *bingsu* anywhere has been a remarkable change. The *bingsu* has become easily accessible through convenience stores and even as a dessert served in hotels. The *bingsu* served at hotels tends to be more expensive than regular *bingsu*, but it is so tasty and beautiful that it has exploded in popularity as a small luxury for summer. People can also find franchise cafés along every alley that have been waiting to offer their take on *bingsu* during summer. Is there more? Sales of *bingsu* have expanded into general snack bars and buffets instead of just cafes.

*Bingsu* constantly reflects the times and satisfies the increasingly demanding and diversified needs of consumers. The evolution of *bingsu* has shown that it will continue to be the representative dish of summer for Koreans as long as summer itself exists. ☺



# Melon Bingsu

🕒 10 mins.



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for video



INGREDIENTS

- 500 ml milk
- 4 tablespoons condensed milk
- 1/2 melon
- 1 scoop of vanilla ice cream
- herbs for garnish (optional)

RECIPE

- ① Mix the milk and condensed milk. Put the mixture in a zipper bag. Flatten it out and place it in the freezer.
- ② Cut the frozen milk mixture into pieces and grind it with a blender or pound it with a rolling pin. Keep the mixture in the freezer.
- ③ Remove the seeds of melon. Use a measuring spoon to scoop the pulp out in balls.
- ④ Use the melon rind as a bowl. Place the frozen milk mixture inside the melon rind and stack the melon balls on top. Top the melon balls with ice cream. If desired, add toppings such as herbs or cookies.

# Peach Cup Bingsu

🕒 10 mins.



Scan QR  
for video



INGREDIENTS

- 500 ml milk
- 4 tablespoons condensed milk
- 3 tablespoons cereal
- 1 can of peaches
- 4 tablespoons peach jam
- tteok* or snacks (optional)

RECIPE

- ① Mix the milk and condensed milk. Put the mixture in a zipper bag. Flatten it out and place it in the freezer.
- ② Cut the frozen milk mixture into pieces and grind it with a blender or pound it with a rolling pin. Keep the mixture in the freezer.
- ③ Slice or dice the peaches. Either line the sides of the bowl with the thinly sliced peaches or fill the bottom of the bowl with the diced peaches.
- ④ Top with cereal, frozen milk, peach jam and peach pulp, in that order. If desired, add toppings such as *tteok* or cookies.



Sometimes, things fading away shine brightly once more—this happens when someone recognizes their value and breathes new life into them. Such is the relationship between artist Jeong Dahye and horsehair crafts. Jeong has revitalized the disappearing horsehair craft of Jeju Island in her unique style. Her works weave together the long history of the past with the artist’s present—crafted with meticulous touch and dedication—connecting her tomorrow with our yesterday.

Weaving

Time

Sunset, 2024  
red horsehair  
13.5x13.5x24(h)cm  
2024

Sunset,  
13.5×13.5×24(h)cm,  
red horsehair, 2024

Diamond,  
31×31×45cm,  
black horsehair,  
2024



**Q. How did you come across horsehair?**

I majored in sculpture in college—seeking expertise by learning about other fields—I studied traditional textiles in graduate school. I encountered horsehair when I learned about crafts from Jeju Island and participated in a project using materials from Jeju.

It was a stroke of luck while contemplating a topic for my graduation thesis—since there wasn’t much research on horsehair, I started studying it. Working in the school’s product development lab, I made items using horsehair. When they all sold out, I decided to commit to horsehair crafts fully—I felt something shaping inside me through horsehair, leading me to pursue it as my career naturally.

**Q. What types of works have you created?**

I used to make everyday items like mobiles. Recently, I’ve been creating pottery-shaped works, which fall into three main categories: open-top shapes, slightly covered round jars and forms attached to flat surfaces like relief sculptures.

**Q. Can you describe your working process?**

First, I select the best horsehair and choose strands of uniform color. If making a brown piece, I select only brown horsehair. If I use other colors, I dye the horsehair accordingly. To weave the desired shape, I carve a wooden mold and wrap the horsehair around it, creating small loops with a needle and adjusting the spacing to form patterns. After shaping it, I separate it from the wooden frame and fix the shape with heat treatment. Though it’s hard to say exactly how long each piece takes, it typically takes over a month to complete one.

**Q. What do you like about horsehair?**

I’ve always liked creating three-dimensional works, which is why I chose sculpture over painting. When studying traditional textiles, I felt something was missing. Horsehair filled that void by becoming three-dimensional as soon as it’s



Crescent Moon,  
67.5×59.5×7(d)cm,  
brown horsehair,  
2023

woven. Its characteristic of forming a three-dimensional piece immediately as each strand is woven was very appealing.

**Q. Have you consciously incorporated or differentiated from tradition in your work?**

I use traditional techniques, embracing tradition. However, I’ve created three-dimensional pieces that are not seen in traditional relics, which differentiates my work from tradition. This wasn’t intentional, though. It began with the natural question of whether I could make a living from this work. With many horsehair artisans already out there and no assurance that I could surpass them in making horsehair products, I centered on the idea of “creating three-dimensional works using the three-dimensionality of horsehair.” Since the techniques were already established, I opted to explore different forms instead of traditional items, resulting in a variety of works.

**Q. The variety in your patterns also sets your work apart from typical horsehair crafts.**

Historically, horsehair patterns were diverse, but many horsehair crafts were lost during wars. By the late Joseon period, almost all horsehair products were plain without patterns, leaving very few traditional horsehair patterns. I’ve actively used the few patterns available, but there were limitations. Thus, I sometimes create patterns by referencing other artifacts. Recently, I got inspiration from pottery adorned with animal decorations like turtles, made to wish for the deceased’s well-being in the afterlife.

**Q. What is the most important mindset you maintain while working?**

Striving to do better than my past self, I consider my work and myself inseparable because my time and thoughts are all embedded in my pieces. To me, improving my work means improving myself. Therefore, I hope to create works that are more impressive than my previous ones by analyzing techniques and attempting new approaches based on that analysis. If I initially set the spacing between horsehair strands to 1cm, I might try narrowing the gaps gradually to achieve the desired shape or attempt to create challenging forms. In short, I challenge my own limits.

**Q. Is there anything new you want to try?**

I want to create larger works. The impact of size can’t be ignored, so I want to make larger pieces to leave a stronger impression. However, techniques and training methods for making large pieces differ from those for smaller ones. To create larger works in my current situation, I might need to use other materials. There are evident constraints to working exclusively with horsehair. Still, I want to explore as much as possible with horsehair alone, considering ways to expand the size of my works while using other materials as minimally as possible.

**Q. What are your future exhibition plans?**

I have an exhibition scheduled at the Suzhou Wu Culture Museum in China from September to November. After that, I will continue to exhibit at the Korean Cultural Center in Shanghai until December. In Korea, I plan to participate in the domestic trend fair in December. My works can also be seen anytime at Soluna Craft near Gyeongbokgung Palace. 🐾





# Food Delivery:



Busy modern people are finding it difficult to prepare meals every single day. Shopping for groceries and cooking requires a lot of time and effort. That's why people are willing for food delivery services. Food delivery has significantly simplified daily life. Nowadays, you can see numerous motorcycles traveling on Korean roads delivering food. Many people have turned to delivery apps instead of preparing food.

## Service for Today's Busy People

### The Rise of Food Delivery Services

In the past, you had to call a restaurant if you wanted to order delivery. You would have to say each item you wanted to order as well as tell them the address for delivery. When the food was delivered, you would have to open your wallet, take out cash and pay for the food. Now, you can use smartphone apps to order food. These apps can automatically check your location and determine the address for delivery. You can select the items you want and the app sends the order to the restaurant. You can also pay in advance through the app. These features have gradually enticed people to begin actively using delivery services.

People were incredibly reluctant to go out when COVID-19 struck the world in 2020. A work-from-home system was implemented to prevent the spread of infection, which naturally led to people being home for much longer periods of time. People were finding it burdensome





to cook all their meals at home, so they began looking for delivery apps. The apps made it possible for people to order food they would normally eat at a restaurant and instead eat it at home. Food was also delivered quickly, usually within an hour. People were impressed by the convenience of food delivery, and the number of delivery app users increased exponentially.

Food delivery became more diverse after the pandemic passed. There was a time when only chicken and *jjajangmyeon* (noodles in black bean sauce) could be delivered. However, delivery options have expanded, and people can even order desserts such as ice cream and cotton candy. You can even order pre-packaged meal kits for soups and stews. The food in these kits comes prepped and packed, so all you have to do is heat them up at home and enjoy. Delivery apps have allowed the food delivery culture in Korea to blossom by offering various types of food and preparations.



**Food Delivery is Blossoming**

We are tempted by food delivery every time we turn on the TV. Not only do we see advertisements for delivery apps, but we also see celebrities on entertainment shows ordering and eating food that has been delivered. People turn to delivery apps when they see others eating delicious food. Restaurants will advertise their food as being “ordered by celebrities.”

Some delivery apps also deliver food that is sold at regular supermarkets. For example, they sell water, instant rice, fruit and cup noodles. They also sell small packages of fruits and vegetables for single-person households who often find it difficult to order food delivery for one. You can also order meal kits for one person that are easy to make and eat. People use these options to find meals that are quick to eat so they can enjoy their leisure time.

A food culture has emerged where people enjoy short picnics with food delivered when the weather is nice. There are places where you can rent tents around the Hangang River, the largest river in Korea. People rent tents and have food (usually chicken and beer) delivered to them at the Hangang River. It may feel a bit awkward to have food delivered to you while you’re outside,

but Koreans see it as a unique leisure time where they can enjoy eating food delivered to them while admiring the outdoor scenery.

There is a time in Korea referred to as “boknal” that takes place between July and August. Boknal consists of three sets of days that are considered to be the hottest time of summer. People usually eat foods that are rich in nutrients during boknal. One such food is chicken. Delivery apps normally hold various events during boknal. They provide discounts that can be used at places that sell chicken. They also offer drawings where people can win free delivery. It may take a bit longer than usual to receive your food during this time, but you can get it at a cheaper price. Koreans have combined celebrations for special days with food delivery culture.

In this way, Koreans have completely integrated food delivery into their daily lives. Koreans can now receive food wherever they want. They also have easy access to unique cuisines as well as food from famous restaurants. Delivery culture has continued to develop along with Korean society, which has led to more innovative delivery services and job creation. Food delivery has continued to make the daily lives of Koreans more convenient, delicious and diverse. 🍗



**App Recommendations**



There are recommended apps for those looking for food delivery in Korea. You can set your address on the apps and see a list of restaurants you can order from based on your current location. You can also search by popularity when looking for food. The apps often have coupons that can be used for your first order, so make sure to check and see what offers are available.



**Shuttle Delivery**

Available in English

© Shuttle Co.,Ltd.

Shuttle Delivery allows you to search for restaurants based on your current location and check order information in real time. Users can also use keywords such as “halal” and “vegan” to find restaurants that offer options for their eating habits. The app also allows users to pay through PayPal.



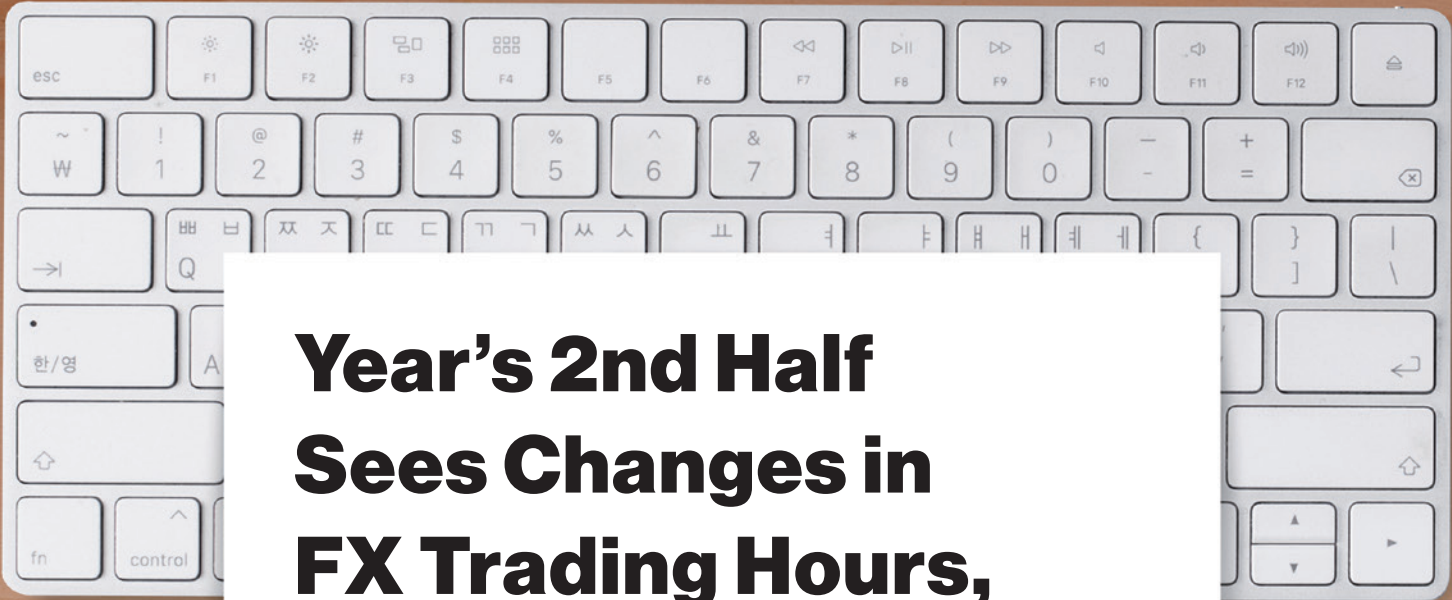
**Baedal Minjok**

Various Product Options

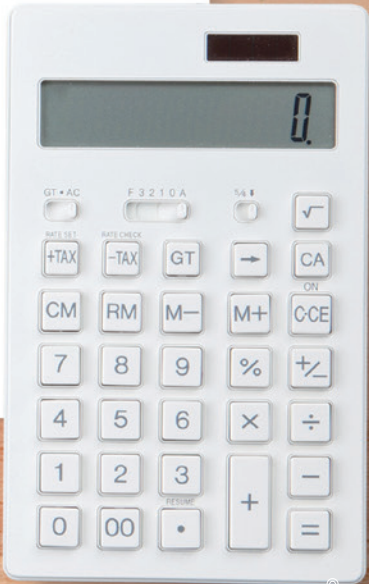
© WoowaBrothers.

Baedal Minjok offers numerous options in addition to a variety of foods that can be delivered. Users can purchase popular foods from all over the country and have them delivered by courier. The app also operates a service called B Mart that allows users to order daily necessities, agricultural and marine products, meal kits and pet-related products through delivery.





# Year’s 2nd Half Sees Changes in FX Trading Hours, Departure Tax



© Gettyimages Korea

In a Nutshell

01.

Starting in July, the period during which full wages are paid under the reduced workhour system for childcare will be extended.

02.

The departure fee that Korean nationals and foreigners must pay when leaving the country will be cut from KRW 10,000 to KRW 7,000, and the age of exemption will be raised from under 2 to below 12.

03.

The forecast areas for high concentrations of ultra-fine dust will be expanded, and a new one-stop solution center for victims of crime will be established.

The foreign currency market’s closing time has been extended to 2 a.m. the next day and the departure fee to be paid when leaving the country has been lowered to KRW 7,000.

These are among new or revised measures adopted by a number of sectors such as finance, employment and tourism.

The Ministry of Economy and Finance on June 30 released an easy-to-read booklet on system and regulation changes taking effect in the second half of this year. It covers 233 policies collected from 40 public agencies.

In finance, the foreign currency market from July 1 closes at 2 a.m. the next day instead of 3:30 p.m. to raise convenience for domestic and foreign investors to exchange currencies and reduce transaction costs. Registered financial institutions abroad can also directly participate in the market.

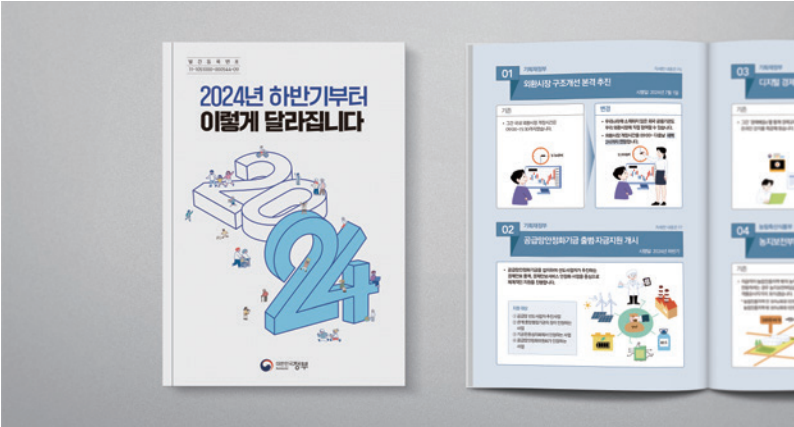
Turning to employment, staff under the reduced workhour system for childcare can receive full wages over a longer period. Instead of getting 100% of salary for the first five hours not worked per week and 80% afterwards, as of July 1, they are entitled to 100% of regular pay for the first 10 hours per week capped at KRW 2 million.

Coming from the government’s employment insurance fund, the subsidies allow laborers who work shortened hours due to child rearing to prevent career interruption and support work-family balance.

In travel, the mandatory departure fee was cut from KRW 10,000 to KRW 7,000 and its age of exemption was raised from under 2 to below 12. Adopted in 1997, the levy applies to all Korean nationals exiting the country through domestic airports or ports, and since July 1, 2004, its scope was expanded to foreign as well as domestic travelers.

Other changes include the expansion of forecasts for areas with high concentrations of ultra-fine dust, extension of the grace period for graduation by smart and medium enterprises from three to five years, and a one-stop solution center for victims of crime.

You can check the booklet on the ministry's website (<http://whatsnew.moef.go.kr>) in Korean.





# President Yoon Promises Global Security with World Leaders



President Yoon Suk Yeol attended the North Atlantic Treaty Organization (NATO) Summit in Washington, D.C. On July 10, he met with the leaders of Germany, Canada, the Netherlands, Sweden, the Czech Republic, Finland and Japan to discuss concerns about military cooperation between North Korea and Russia and to explore joint response measures. On July 11, he participated in the summit of NATO’s Indo-Pacific 4 (IP4) partners, including Korea, Japan, Australia and New Zealand, as well as the main NATO summit.

The most notable achievement of this NATO summit was “security.” Through the declarations of the Washington summit, President Yoon sent a clear message condemning the military cooperation between Russia and North Korea, which violates U.N. Security Council resolutions and threatens security in both the Indo-Pacific region and Europe.

Additionally, by sharing information on North Korean weapons used on the Ukrainian battlefield, a practical cooperation system was established to respond to the military cooperation between Russia and North Korea. Furthermore, NATO’s trust fund for Ukraine was doubled to contribute to resolving the Ukrainian issue and minimizing the geopolitical risks faced by Ukraine.

The summit also discussed strengthening cooperation between NATO and IP4 countries on issues such as support for Ukraine, cyber issues, misinformation and artificial intelligence (AI). This cooperation was institutionalized through the approval of the “NATO-IP4 Focused Cooperation Project.”

Moreover, through the signing of an airworthiness agreement with NATO, a foundation was laid for defense industry cooperation and enhanced interoperability. This agreement signifies NATO’s recognition of Korea’s aviation safety certification capabilities, solidifying the potential for defense industry cooperation between the two sides.

In addition, the IP4 summit reaffirmed solidarity and cooperation among countries with similar stances in the Indo-Pacific region. By attending the Public Forum for the first time as a Korean president, President Yoon emphasized Korea’s active contribution as a key partner in the Indo-Pacific region and expressed a strong willingness to align with the international community.

During bilateral talks with 12 European countries, President Yoon agreed to strengthen practical cooperation in defense, nuclear power and renewable energy. In a summit with U.S. President Biden, he finalized guidelines for nuclear operations on the Korean Peninsula, a significant achievement about a year after the signing of the “Korea-U.S. Nuclear Consultative Group Guidelines.”

In discussions with the leaders of the Czech Republic, the Netherlands, Sweden and Finland, President Yoon also addressed cooperation in new nuclear power plants, the supply of core minerals and responding to the North Korea-Russia military cooperation.

Through a meeting with Jens Stoltenberg, NATO Secretary-General, President Yoon pledged to share core human values such as democracy, the rule of law and human rights, deepening cooperation with NATO. 🌐

News Ticker

01.

Gyeongju Selected to Host Next Year’s APEC Summit

Gyeongju, Gyeongsangbuk-do Province, has been selected to host next year’s Asia-Pacific Economic Cooperation (APEC) Summit.



02.

Intercity Bus Services to Expand No. of Routes, Take Int’l Cards

To boost the use of intercity buses and convenience of foreign passengers, the number of bus routes accepting online reservations will be raised and international credit cards will be accepted for purchase.





# Lights of Korea: Jinju Lantern Festival

Brazil’s premier modern art venue—MAC Niterói—is hosting the largest Korean art exhibition ever held in the country. Organized by the Korean Cultural Center in Brazil and Jinju City Hall, the “Lights of Korea – Jinju Lantern Festival” exhibition showcases a tradition dating back to the 12th century. These Jinju Lantern, which are silk lanterns, were historically used for communication, illumination and strategic purposes.

MAC Niterói features a vibrant tunnel illuminated by 1,200 silk lanterns—brought directly from Jinju. The tunnel leads to a massive installation depicting the moon and the city’s skyline, complemented by structures from the Jinju Namgang Yudeung Festival, as well as photographs and videos capturing the festival’s essence. Alongside the lanterns, traditional Korean Hanbok and Hamo—Jinju’s mascot—are also on display.

This exhibition builds on last year’s success in São Paulo—which attracted around 110,000 visitors over two months—garnering significant local interest. This year’s iteration adds even more elements, promising a fresh experience for returning and new visitors alike.

Local media and visitors have praised the exhibition for its harmonious blend of tradition and modernity—noting that it has brought a positive change by adding Korean vibrancy to a globally recognized museum.

The exhibition runs until Aug. 25—from Tuesday to Sunday, 10 a.m. to 6 p.m.—with the last entry at 5:30 p.m. Free admission is available on Wednesdays, while other days require a BRL 16 admission fee. For more detailed information and ticket discount policies, visit the Korean Cultural Center in Brazil’s website ([brazil.korean-culture.org/pt](http://brazil.korean-culture.org/pt)).



Rome, Italy

# Traveling for 140 Years

The Casa Museo Hendrik Christian Andersen in Rome is hosting “Traveling for 140 Years”—an exhibition of Korean artists in Italy—until Aug. 31. This event celebrates the 140th anniversary of Korea-Italy diplomatic relations and marks the Year of Cultural Exchanges 2024-2025 between Korea and Italy.

“Traveling for 140 Years” showcases the unique “Koreanness” preserved by fifteen Korean artists who have long lived and worked in Italy. The participating artists—Chun Mi Jin, Joh Gyun Hee, Kim Giuno, Lee Geum Muk, Kim Hajin, Kim Hwal Kyung, Kim Jae Kyeong, Kim Sung Il, Lee Na Kyung, Lee Ji Yeon, Nam So Hyeon, Moon Sang-mi, Park Hyun, Shim Nan Young and Son Hyun Sook—bring their distinctive styles to the Italian public.

Their works—created using diverse materials such as marble, plaster, stone and mixed media including iron—offer visitors a rich and varied experience.

Each piece tells a different story, yet all convey a profound dedication to art and a strong desire to act as cultural ambassadors. Through these empathetic connections in their art, visitors can vicariously experience the artists’ lives and witness the fruitful cultural exchanges between Korea and Italy.

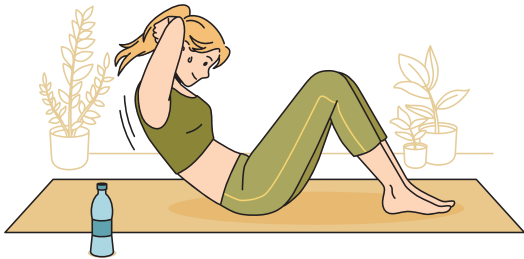
Approximately 20 pieces by Korean artists are displayed in the museum’s second-floor contemporary art section. The exhibition is open from Tuesday to Sunday—from 9:30 p.m. to 7:30 p.m.—with the last admission at 6:45 p.m. Ticket prices vary based on age and other options, and more information can be found on the Korean Cultural Center in Italy’s website ([italia.korean-culture.org/it](http://italia.korean-culture.org/it)).





운동  
[Undong]

운동  
Exercise



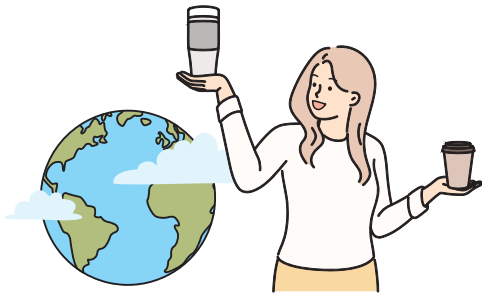
**Definition**  
The act of moving one's body in order to train it or improve one's health.

**Example**  
아침 운동을 하다.  
(Someone) **exercises** in the morning.  
*Achim undong-eul hada.*

**Synonym**  
체육 *Physical activity*

- Conversation**
- A** 작년에 산 여름 옷이 안 맞아.  
The summer clothes I bought last year don't fit anymore.  
*Jagnyeon-e san yeoleum os-i an maj-a.*
- B** 살 찼나? 작년과 별 다를 바 없는데.  
Have you gained weight? You don't look much different from last year.  
*Sal jijeossna? Jagnyeongwa byeol daleul ba eobsneunde.*
- A** 이제부터 아침 운동을 해야겠어.  
I need to start exercising in the mornings from now on.  
*Ijebuteo achim undongeul haeyagesseo.*
- B** 나도 같이 할래. 내일 아침에 만나.  
I want to join you. Let's meet up tomorrow morning.  
*Nado gat-i hallae. Naeil achim-e manna.*

운동  
Campaign



**Definition**  
An activity for achieving a certain goal.

**Example**  
환경 보존 운동에 참여하다.  
(Someone) participate in environmental conservation **campaign**.  
*Hwanggyeong bojon undong-e cham-yeohada.*

**Synonym**  
투쟁 *Struggle, Protest*

- Conversation**
- A** 너 요새 텀블러 자주 사용하는 것 같아.  
You seem to use your tumbler a lot these days.  
*Neo yosae teombeulleo jaju sayonghaneun geos gat-a.*
- B** 응, 환경 보존 운동에 참여하고 있거든.  
Yeah, I'm participating in an environmental conservation campaign.  
*Eung, hwangyeong bojon undonge chamyehago isseo.*
- A** 나도 그거 좀 궁금했어.  
I've been curious about that too.  
*Nado geugeo jom gunggeumhaesseo.*
- B** 우리 동아리에 놀러 오면 알려줄게.  
Come visit our club, and I'll tell you all about it.  
*Uri dongarie nolleo omyeon allyeojulge.*

Korean

( Bingsu )

Recipe

Melon  
Bingsu



Korean

( Bingsu )

Recipe

Peach  
Cup Bingsu



Make Your Own Korean Recipe Book

Collect the monthly recipe postcards provided.  
It will become a recipe book, enriching your culinary life.

KOREA

Thank you for your feedback.  
We will give special gifts to readers who send us feedback by August 24.  
Winners will be randomly selected and announced on KOREA webzine.

You can also participate online by scanning the QR code below!

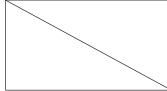


Scan the QR code to participate in the readers' feedback event!

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Ministry of Culture, Sports and Tourism  
Room 312, 14-1, 408, Galmae-ro, Sejong-si,  
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Peach  
Cup Bingsu

🕒 10 minutes



INGREDIENTS

500 ml milk, 4 tablespoons condensed milk, 3 tablespoons cereal,  
1 can of peaches, 4 tablespoons peach jam, tteok or snacks  
(optional)

RECIPE

- ① Mix the milk and condensed milk. Put the mixture in a zipper bag. Flatten it out and place it in the freezer.
- ② Cut the frozen milk mixture into pieces and grind it with a blender or pound it with a rolling pin. Keep the mixture in the freezer.
- ③ Slice or dice the peaches. Either line the sides of the bowl with the thinly sliced peaches or fill the bottom of the bowl with the diced peaches.
- ④ Top with cereal, frozen milk, peach jam and peach pulp, in that order. If desired, add toppings such as tteok or cookies.

Melon  
Bingsu

🕒 10 minutes



INGREDIENTS

500 ml milk, 4 tablespoons condensed milk, 1/2 melon, 1 scoop of  
vanilla ice cream, herbs for garnish (optional)

RECIPE

- ① Mix the milk and condensed milk. Put the mixture in a zipper bag. Flatten it out and place it in the freezer.
- ② Cut the frozen milk mixture into pieces and grind it with a blender or pound it with a rolling pin. Keep the mixture in the freezer.
- ③ Remove the seeds of melon. Use a measuring spoon to scoop the pulp out in balls.
- ④ Use the melon rind as a bowl. Place the frozen milk mixture inside the melon rind and stack the melon balls on top. Top the melon balls with ice cream. If desired, add toppings such as herbs or cookies.

Magazine KOREA is available at 35 Korean Cultural  
Centers and diplomatic missions abroad.



Readers’ Comments

1. How useful was KOREA magazine in learning about  
Korea?

Very useful                      Useful                      Not useful at all →

← ①      ②      ③      ④      ⑤      ⑥      ⑦

2. Which article did you enjoy the most and why?

3. Which article was your least favorite and why?

4. How did you find out about KOREA magazine?

☐ Search engine      ☐ Social media

☐ Acquaintance      ☐ Korean Cultural Center

☐ Korea.net      ☐ Other (please specify)

5. Do you have any suggestions for improving the  
content of KOREA, or any new ideas for regular  
sections?

6. Your personal information:

Sex    ☐ Female    ☐ Male

Nationality \_\_\_\_\_ Occupation \_\_\_\_\_

Age \_\_\_\_\_ Email \_\_\_\_\_

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